

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

# SKOUT'S HONOR

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SuperZoo Booth 3939



## WHAT IS SKOUT'S HONOR KNOWN FOR?

Skout's Honor is known for changing what people expect from a pet product. Their life-changing pet essentials, which span multiple product categories including oral care, probiotic grooming and wellness, stain and odor, etc., have become pet parents' go-to for enhancing the quality of life for them and their pets. Every product they offer delivers a beyond-expectations, positive experience. Pet parents now rely upon and seek out Skout's Honor at the shelf when shopping at pet specialty retailers.

## HOW DOES SKOUT'S HONOR SUPPORT RETAILERS?

Skout's Honor loves pet specialty retailers. In fact, it's one of very few brands in the pet

industry that does not sell into mass/FDM retail, especially among its competitors in oral care, grooming and stain and odor categories. Furthermore, Skout's Honor is known for having established a rock-solid MAP policy since the company's inception - with the intention of protecting and supporting pet specialty retailers against online price wars, as a fundamental priority. Skout's Honor also offers significant and dynamic brand and product training, in-store promotional campaigns and social media content opportunities.

## WHAT MAKES THIS SKOUT'S HONOR PRODUCT LINE SPECIAL?

Skout's Honor's NEW Oral Care line represents the most recent example of the brand's ability to deliver products that exceed and surprise people

1. Peanut Butter & Bacon Oral Gel: **MSRP \$16.99** (4oz). 2. Peanut Butter & Bacon and Fresh & Flavorless Water Additives: **MSRP \$24.99** (32oz). 3. Dental Wipes: **MSRP \$17.99** (50ct). 4. Advanced Dental Drops: **MSRP \$19.99** (4oz).

with their performance, quality and life-changing capabilities. Rooted in superior technology that is VOHC-accepted to fight tartar (which is unique among competing brands by the way), the line is also focused on convenience, to offer products with delivery systems that are realistic for today's pet parents. After launching earlier this year, the line has already shown significant success, especially for pet retailers who are leveraging the brand loyalty from its success in other categories.

## DOES SKOUT'S HONOR HAVE A GIVE-BACK PROGRAM?

The Skout's Honor Paw Pledge Program (Buy a Bottle, Feed an Animal) is part of the brand's

DNA, and has always been a core value of the company. Together with its customers, Skout's Honor donates a day's worth of meals to an animal in need with every product sold. The "Buy a Bottle, Feed an Animal" logo is present on every product label and is a key feature in all brand/product trainings with retailers, and remains front-and-center with outreach to pet parents in general. To date customers have donated more than 20 MILLION meals to animals in need.

